

CAMPAIGN TOOLKIT

London tourism recovery

LET'S DO
LONDON
VISITLONDON.COM

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THE CAMPAIGN

ABOUT THIS TOOLKIT

We're welcoming visitors from the UK and around the world back to London this summer with a £10m recovery campaign. This toolkit provides you with guidance on how to integrate the campaign into your own activity and amplify it across your channels this summer and beyond!

CAMPAIGN OBJECTIVES

The campaign aims to fast-track London's recovery by attracting additional visitor spend to London.

TARGET MARKETS

UK, US, France and Germany.

TIMELINE

International campaign launched in May 2022.
The domestic campaign is running from July to mid-September 2022.



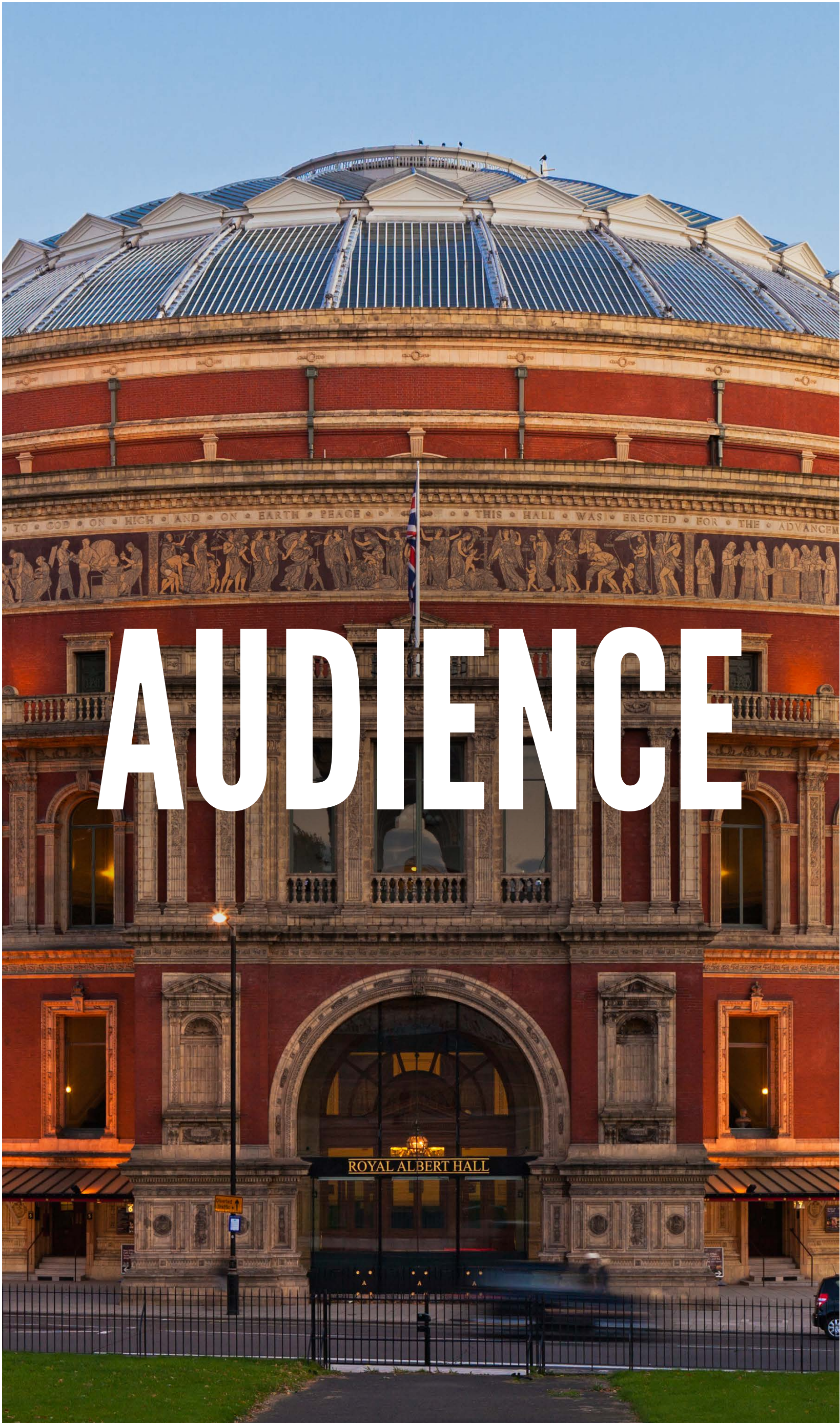
ABOUT THE CAMPAIGN

Let's Do London 2022 is the successor to the 2021 domestic campaign. The campaign is commissioned by the London Tourism Recovery Board, delivered by London & Partners, and supported by the Mayor of London and key tourism stakeholders. Having launched internationally in May and launching in key domestic locations from July, this campaign aims to supercharge London's recovery post-pandemic by driving visitors to the capital. We'll be encouraging an increase in spend and footfall across leisure, retail, service and cultural sectors with targeted, multi-channel activity.

The campaign positions London as a must-see and do-right-now tourist destination. Within our campaign creative, we'll showcase London's unique mix of iconic and surprising experiences across a range of themes.

This campaign aims to increase consideration of London for overnight stays, edging the city ahead of other UK and European destinations, and ultimately drive visits and spend. It's about presenting London's exciting, vibrant and inclusive destination offering to global and domestic visitors.

Not only is our mission to increase consideration and drive visits and stays, but we also want to encourage tourists to experience as much as possible while they're in London. This campaign will connect emotionally with potential visitors and provide exciting content to inspire people to gather their loved ones and make the trip for an unforgettable stay in London.



AUDIENCE



AND



MESSAGING

AUDIENCE SUMMARY



Age: 25 to 55

75% travel with a partner
33% travel with kid
35% aim to visit friends and family

Key states: New York and Los Angeles.



Age: 18 to 45

66% travel with a partner
25% travel with kids
29% aim to visit friends and family

Key regions: Paris, Lille, Loire Valley and Marseille.



Age: 18 to 45

66% travel with a partner
25% travel with kids
27% aim to visit friends and family

Key regions: Berlin, Munich, Hamburg and Saarland.



Age: 35+

36% travel with a partner
34% travel with kids

Key regions: east, West Midlands, Scotland, north-west, East Midlands, south and West Yorkshire.
These regions have been chosen due to their proximity to London, alongside their travel intent and spending likelihood.

AUDIENCE MOTIVATIONS



NEW EXPERIENCES

Our audience are inspired by new, surprising and, sometimes, novelty experiences. They want to step out of their comfort zone and push their boundaries. In a world moving beyond lockdowns, the need for new experiences has never been more pronounced.



SPECIAL EXPERIENCES

Our audience want to be able to treat themselves to some of the extra-special activities available to them. London is home to some of the world's most famous attractions and experiences that aren't easily forgotten. There are so many special reasons to do London! For our US visitors, this might include indulging in something a little luxurious, but there are some different considerations for UK domestic visitors – find more information on page 8.



SHARED EXPERIENCES

Our audience aren't usually solitary travellers. They travel with family or a partner, and many look forward to seeing the friends and family they've not been able to see in quite some time. They're excited to create new, fun and happy memories.

DOMESTIC AUDIENCE BARRIERS & OPPORTUNITIES



Financial Concerns

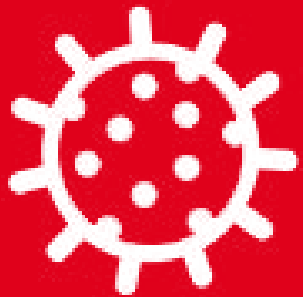
BARRIERS

The top 3 barriers to taking overnight UK trips all relate to financial circumstances:

1. Rising cost of living
2. Personal Finances
3. The cost of fuel

OPPORTUNITIES

- Find opportunities to further entice visitors with offers and promotions that will help counter cost concerns.
- Emphasise the value of the experience on offer in terms of its specialness or memory potential, i.e. this activity is worth it!



COVID-19

BARRIERS

Whilst we are once again seeing increased agreement with the idea that ‘the worst has passed’ with regards to COVID-19, for many fears of catching COVID-19 remains.

This is driving preference for more COVID-19 secure, outdoor activities as well as enhanced cleaning regimes and booking leeway in the event of COVID-19 related cancellation.

OPPORTUNITIES

- If your activity or experience can be considered less COVID-19 secure than others, make the measures that you’ve undertaken to reduce risk where possible clear.
- If you have favourable booking policies, let them be known too!

AUDIENCE PASSION POINTS



ICONIC LONDON

- Attractions
- Sights



CULTURE & HERITAGE

- Museums
- Galleries



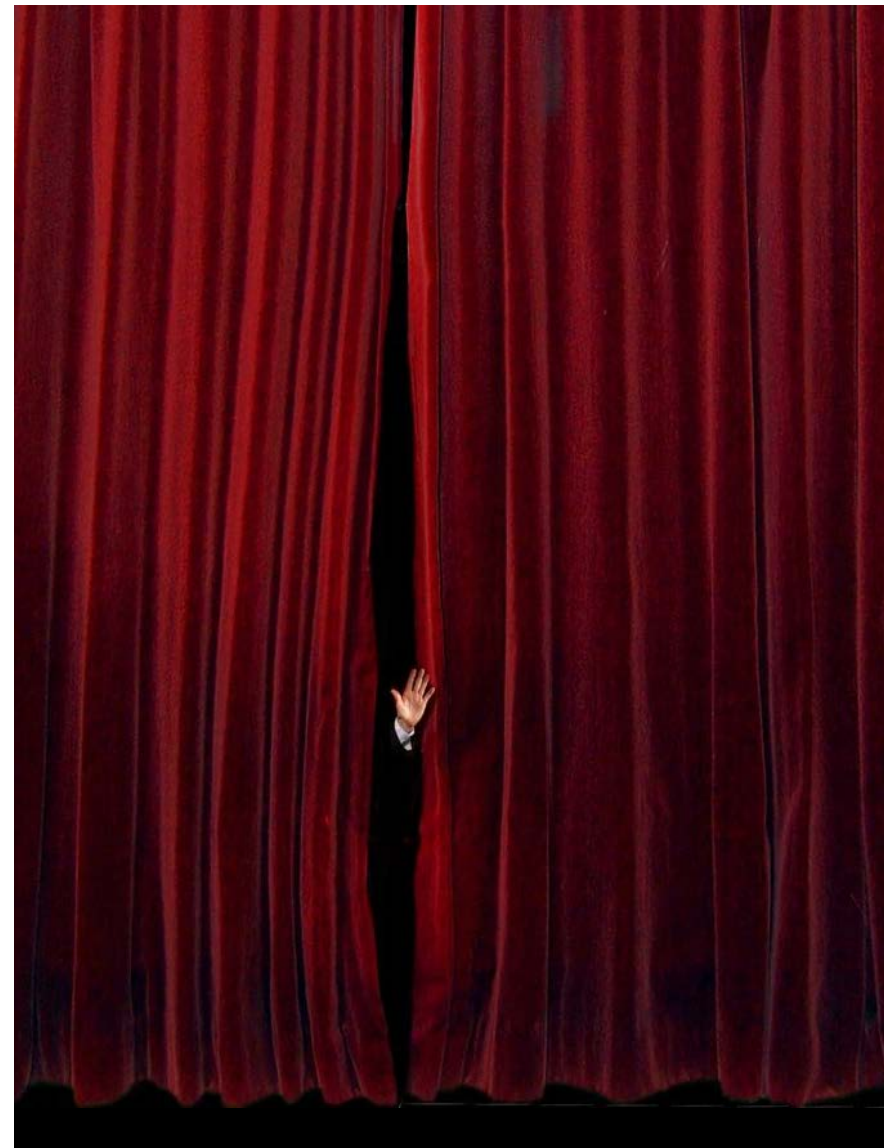
RETAIL

- Shopping
- Markets



FOOD & DRINK

- Restaurants
- Bars
- Markets



ENTERTAINMENT

- Theatre
- Music
- Shows

BRAND MESSAGING HIERARCHY

IDEA

LET'S DO LONDON

BRAND
PROMISE

Where the iconic and unexpected collide.

BRAND
POSITIONING

London is a must-visit city that offers a vibrant abundance of experiences to excite every visitor.

VALUE
PROPOSITION

New experiences: exciting, novelty experiences that may surprise.

Special experiences: famous and special experiences.

Shared experiences: fun for families, friends and couples.

KEY SELLING
POINTS

Iconic London, culture and heritage retail, food and drink, entertainment.

Iconic London, culture and heritage retail, food and drink, entertainment.

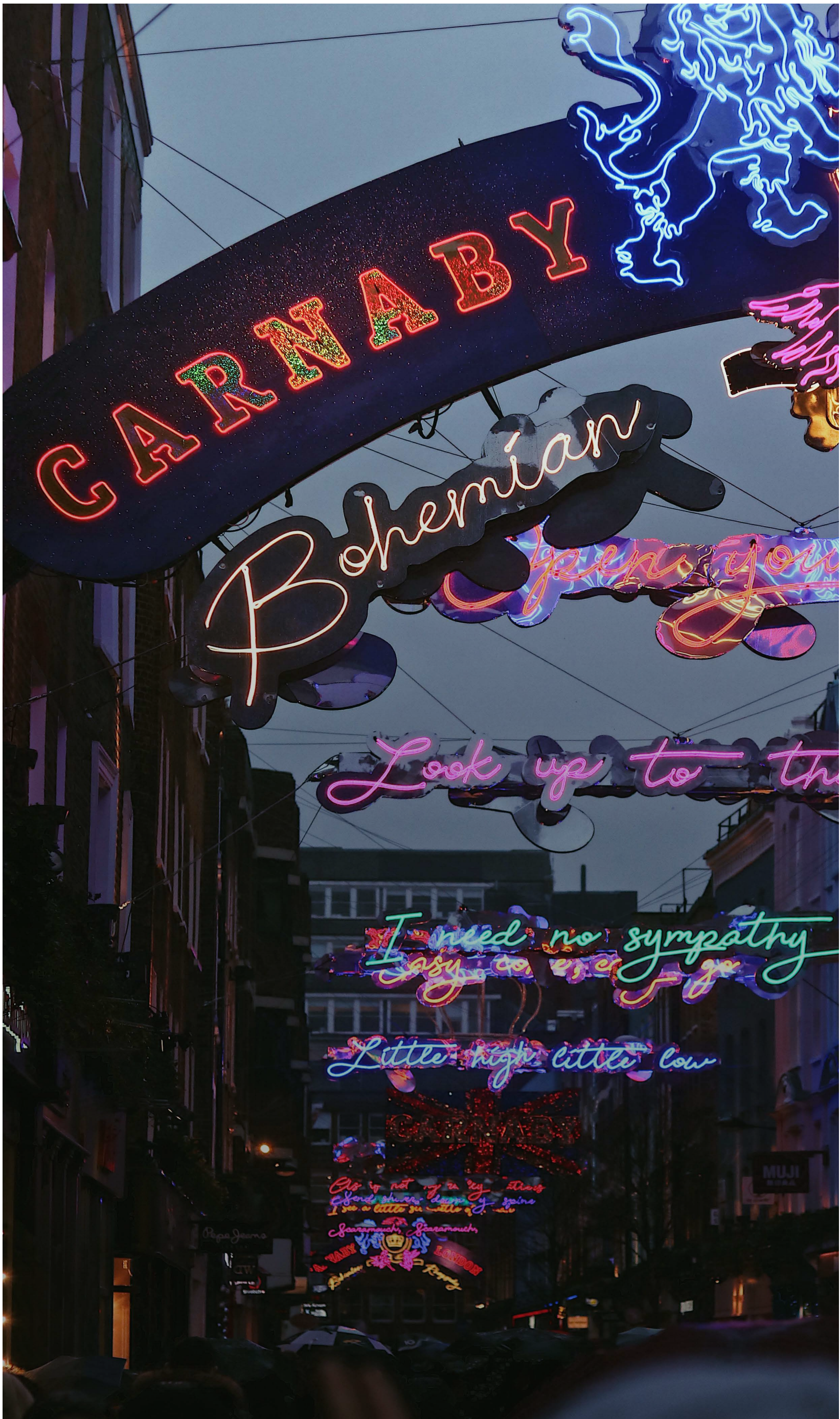
Iconic London, culture and heritage retail, food and drink, entertainment.

CONSUMER
BENEFIT

To push my boundaries.

To treat myself.

To connect with my loved ones.



LOGO

The primary Let's Do London logo is the core element of the brand identity and should be used wherever possible in your creative.

If required, there is a monotone option available if colour application is not possible.

Primary logo



Secondary logo



Monotone logo



LOGO USAGE

The primary logo should be on a white background. However, the secondary logo can be placed on contrasting clear space over an image.

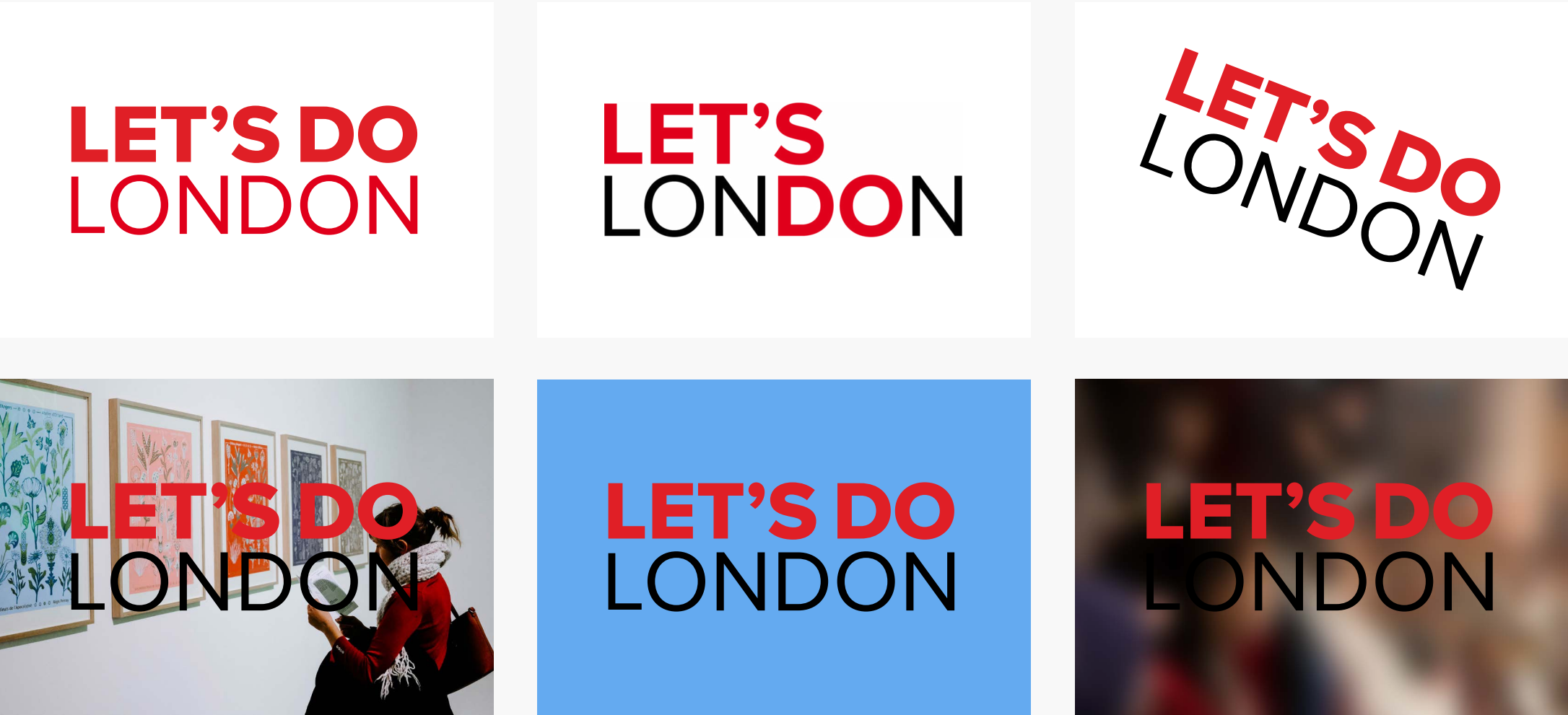
Don't alter the colour, change the alignment, rotate, skew or warp the logo in any way.

Avoid placing the logo over imagery that has no contrasting clear space or colours to avoid legibility issues, and make sure your content is accessible.

Do this...



Don't do this...



LOGO LOCK-UP

All assets must feature this lock-up combining the Let's Do London within a fixed layout container.

The container bounds are set using the bold "O" in DO. These areas provide clear space around each logo, and help set up the rest of the page for your artwork.

Logo lock-up



SOCIAL LOCK-UP



Visit London

Today at 19:33 · 

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, tation ullamco.



RECOGNISE THAT

 St Paul's Cathedral

LET'S DO LONDON

VISITLONDON.COM

Learn more

 Like

 Comment

 Share

 1,035

Write something...





TRY THOSE

 Spitalfields Market

LET'S DO LONDON



DISCOVER THIS

 Leake Street Arches

LET'S DO LONDON

CAMPAIGN TOOLKIT / LONDON TOURISM RECOVERY CAMPAIGN

LET'S DO LONDON | 15

FONT

League Gothic and Open Sans are the campaign fonts. Typically for headlines, use League Gothic Regular in all capital letters. For body copy such as the location tag, use Open Sans Regular.

If legibility becomes a concern, increase the body copy weight to semi-bold.

Font usage:

Headline

League Gothic is a free font by The League of Moveable Type/Font Squirrel.
[Download now!](#)

Body copy

Open Sans is a free font by Google Fonts.
[Download now!](#)

Headline font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ012345678
#!?&%@*“”()[]\$£,.’

Body copy font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
RSTUVWXYZ012345678
#!?&%@*“”()[]\$£,.’

THE CAMPAIGN

The campaign showcases London using a three-panel format where possible. These are three images that sit together in a static format or three images that rotate in motion formats.

It should always suggest things to experience in the city, tell a story and create a unique “LONDON FEELING”.

Image principles:

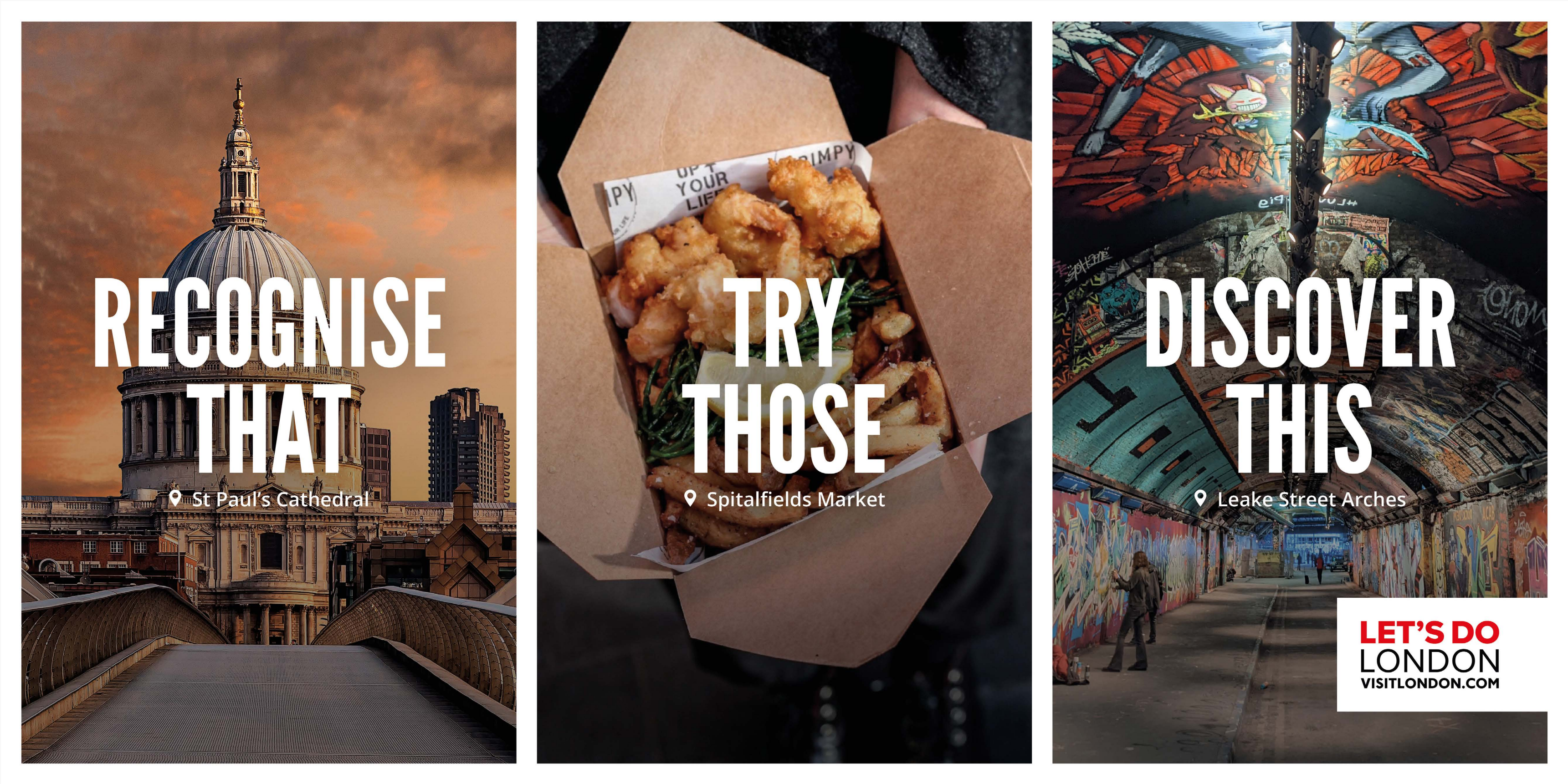
- Iconic but not cliché
- Quirky but not random
- Surprising but not unrecognisable
- Stylish but not staged

You should be able to use the flexibility of the format to give each panel a different role, so together they can incorporate a mixture of the above principles.

For example, one panel could be iconic, the second surprising and the third stylish.

Check out the next page for inspiration for your creative!

THE CAMPAIGN



PHOTOGRAPHY STYLE

Although the images have different roles, they all need to look like they are part of the same world.

The composition, light and colour of the photography have an important job to create three-part images that talk to each other and engage audiences.

This may vary from execution to execution, but there are elements that can bring the assets together:

- Matching colours
- Unexpected angles (from below or through a window)
- Close ups/details of a larger picture
- Eye-catching lighting (silhouetted, streetlights or reflections)
- Interesting characters



CAMPAIGN IMAGERY



THE COPY

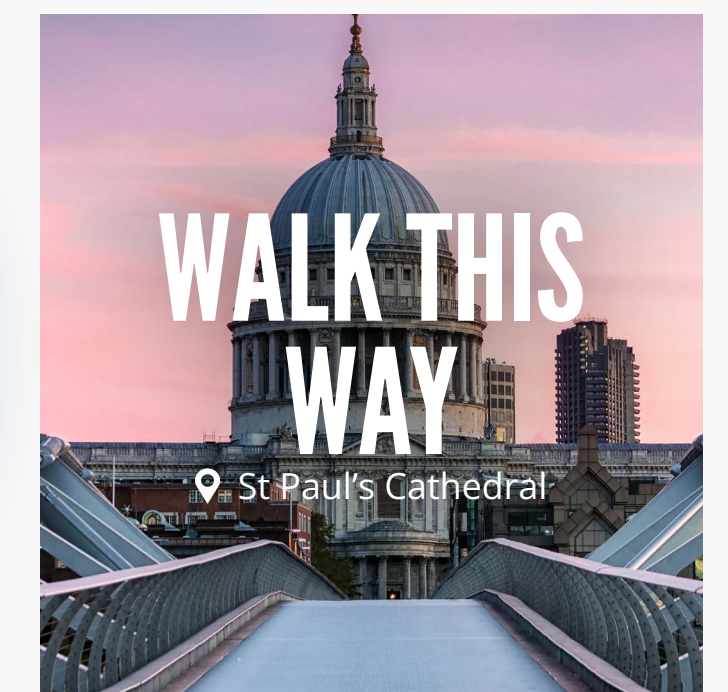
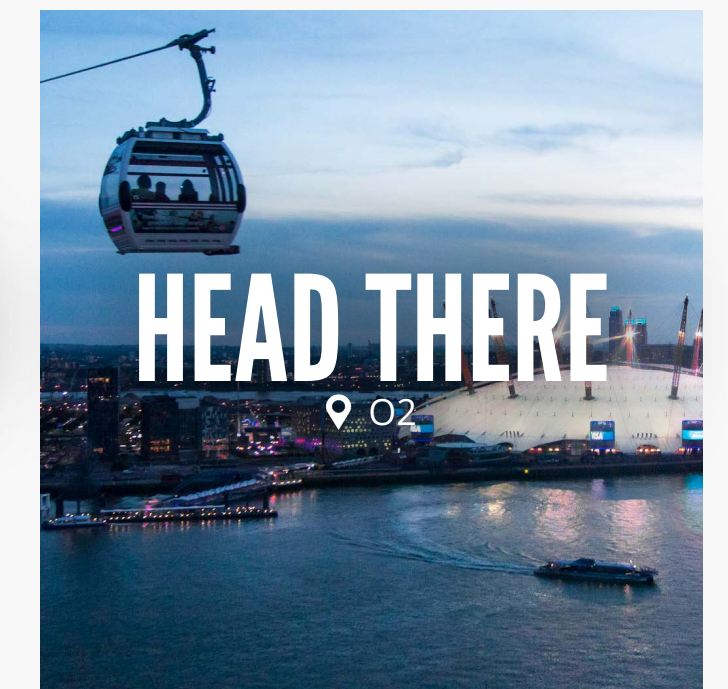
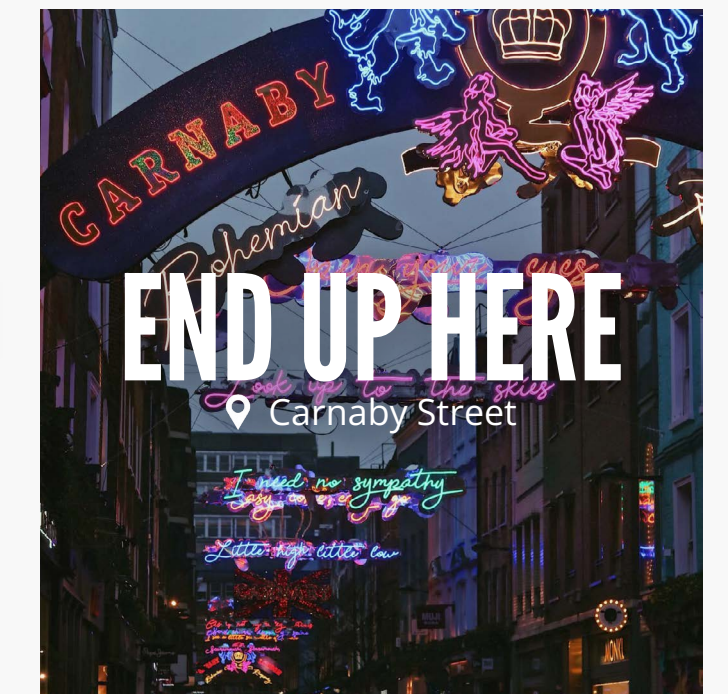
The message is broken down into three parts, so each panel has its own headline, and when combined they tell a story or evoke a feeling.

The lines shouldn't be longer than three words each and are always in an imperative mood with a command or a request.

Even though the message is very direct, you can play with words ("SUNSET THERE"), onomatopoeias ("MMM THIS") and even symbols ("#THIS") to increase the playfulness of the message.

For example, try using different words as verbs such as "SUNSET THERE", "FIVE STAR THAT" or "BLACK CAB THERE".

The stories can be a sequence of activities or a combination of different ones that create a sense of spontaneity.



LOCATION PINS

For each image, you should add a pin with the location of that specific experience.

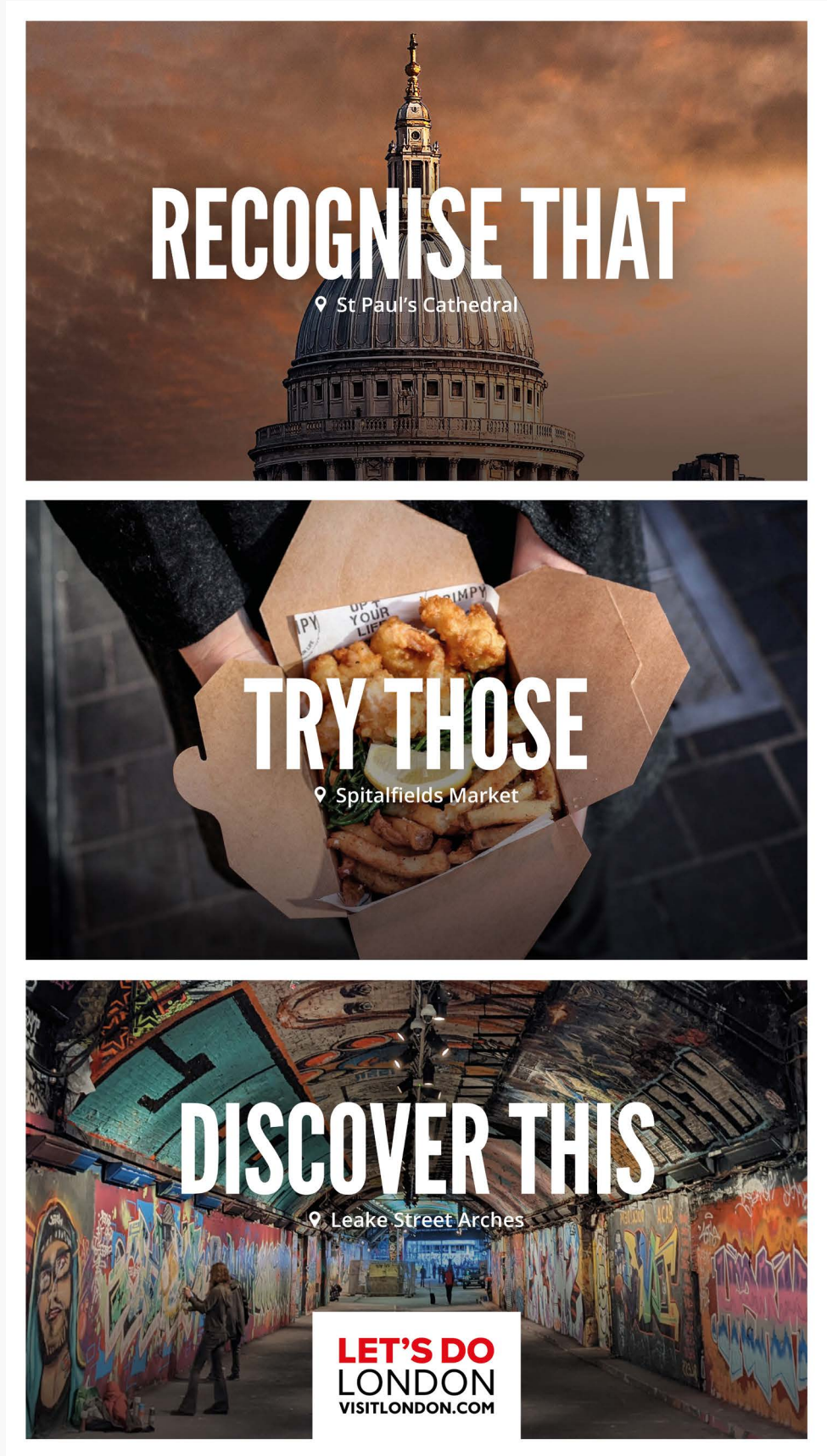
It can be an attraction, show, restaurant, bar or neighbourhood... or it can even be more playful!

For example, use “Everywhere” when showing something that can be found in every corner of London or “Somewhere in Soho” to create a feeling of spontaneity.



STATIC FORMATS

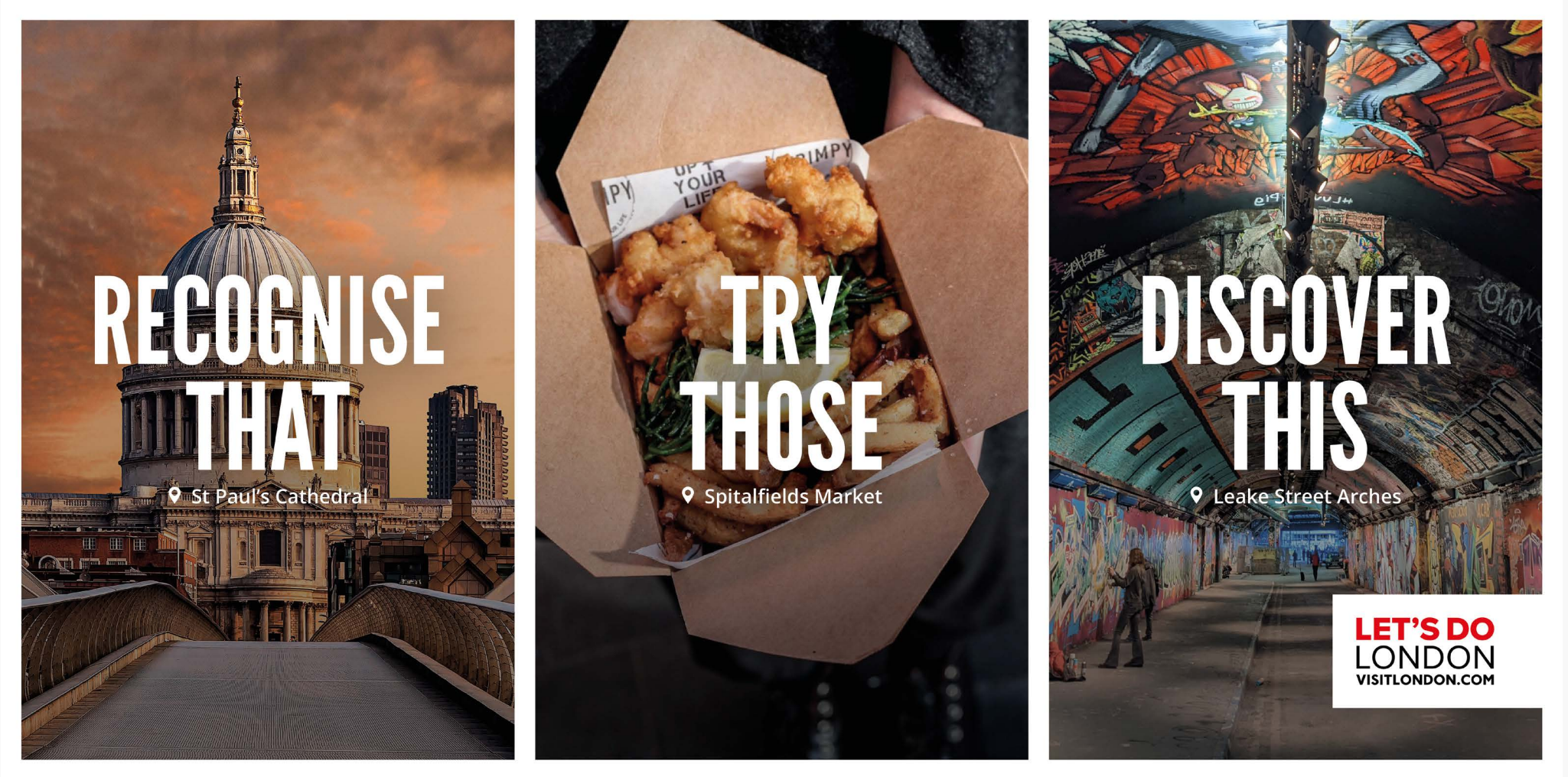
6-sheet



6-sheet

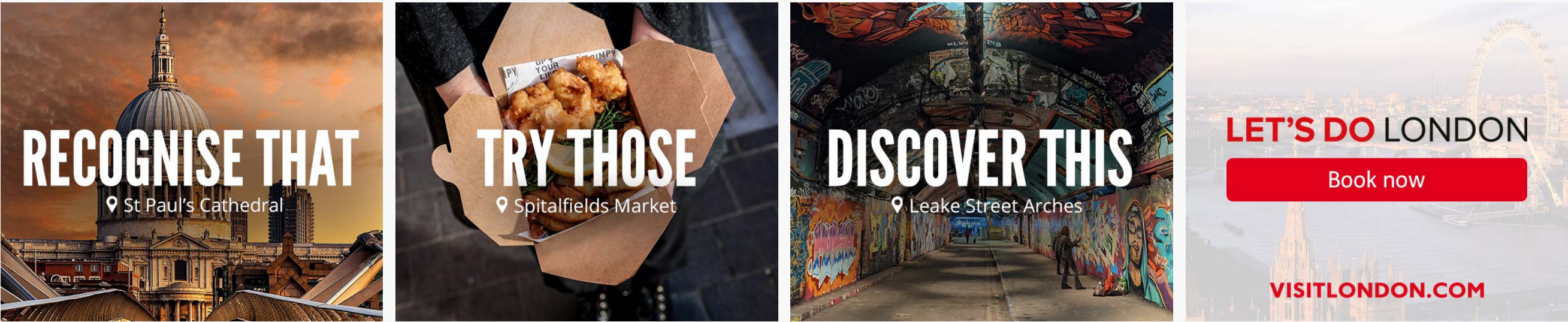


48-sheet



MOTION FORMATS

300x250px



300x600px



728x90px



CREATIVE CONSIDERATIONS

We want this campaign activity to reflect London in all its diversity and, in turn, resonate with travellers from around the globe.

When it comes to advertising, emotion helps drives action. With that in mind, every execution should be looked at as an opportunity to connect emotionally with the audience.

We know that we want to engage people from different countries across the world, some with greater knowledge of London than others. Therefore, the creative should always strike the right balance between representing iconic London for the less familiar, and the surprising for the more familiar.

When applying the campaign creative, always keep the campaign journey in mind and make it easy for people to take action with easy-to-follow call to actions and links.



THE CAMPAIGN CHECKLIST

1

Must reflect London as a tourist destination.

2

Must include iconic London features, including heritage and culture, aligned to key audience decision drivers and motivations.

3

Must be uniquely London and distinguishable from competitor cities such as Paris, Rome and Berlin.

4

Must tell a story or reflect a communication theme/concept.

5

Must include strong creative that allows good recall.

6

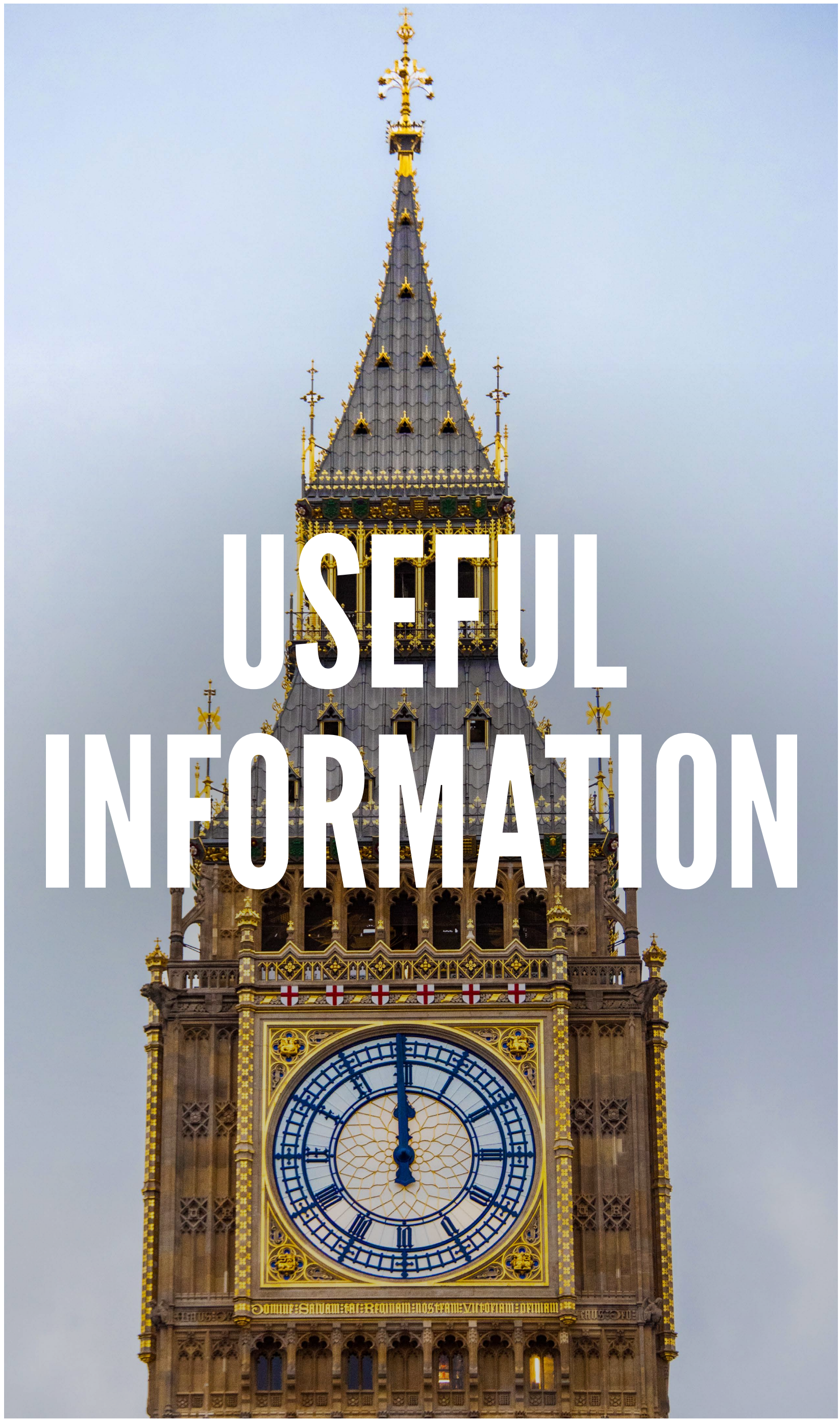
Must reflect the diversity of London's people, places and activities.

7

Must reflect emotions/ connection with London.

8

Must reflect London values to be inclusive, vibrant and diverse.



USEFUL INFORMATION

Be part of the Let's Do London campaign by:

1

Using the Let's Do London toolkit and assets in your content and campaigns – [download the assets now!](#)

2

Sending us your content, news, events and stories – email your content to: letsdolondon@londonandpartners.com

3

Heading over to the official image library at photos.london for London imagery.

4

Promoting your business to customers using the #LetsDoLondon hashtag.

5

Keeping in touch and letting us know if you're sharing Let's Do London – contact the team at: letsdolondon@londonandpartners.com



THANK YOU

LET'S DO
LONDON
[VISITLONDON.COM](https://www.visitlondon.com)